



**Minutes of the
Corona del Mar Business Improvement District
Board Meeting**

**September 25, 2014
City of Newport Beach City Hall
Corona del Mar Conference Room, 1st Floor, Bay E
100 Civic Center Drive, Newport Beach, CA**

I. Call to Order

Chairman Svalstad called the meeting to order at 7:32 a.m.

II. Roll Call

Chairman Svalstad called the roll.

Board Members Present:

Chairman Svalstad; Vice Chair Laidlaw; Director Walker; Director Dawson; Director Nicholson; Director Prause; Director Palmer

Board Members Absent:

Director Lim

Quorum Achieved

City Representative(s):

Council Member Nancy Gardner

BID Consultants:

Bob Quaid, BID Administrator (Willdan Financial Services)

Linda Leonhard, BID Marketing Consultant and Administrative Services (Corona del Mar Chamber of Commerce)

Guest(s)

Amy Senk (CdM Today), City Council Candidate Michael Toerge

III. Public Comments on Agenda Items

None

IV. Approval of Minutes

Chairman Svalstad requested a motion to approve the August 28, 2014 Board meeting minutes.

MOTION:

Director Dawson moved to approve the August 28, 2014 Board meeting minutes. Director Palmer seconded the motion.

The motion carried by the following roll call vote:

Ayes: Svalstad, Parker, Nicholson, Prause, Walker

V. Current Business

A. City Council Report

Council Member Gardner reported that she received a phone call from a person who may be a good fit to advise on CdM Business District landscape projects, and Chairman Svalstad reported that he had contacted this person. Council Member Gardner also reported that the City is financially in good shape per the recent Council financial study session.

B. Open Board Seat

BID Board discussed possible nominees for the open Board seat. Linda Leonhard stated she knew of a business owner who may be interested in filling the seat, and she is to send out an application to this interested party.

C. Parking Management Plan

BID Board discussed that the City Council did not approve the Corona del Mar parking management plan. The City Council expressed hesitation at reducing the parking requirements for restaurant and other uses. City Council Candidate Michael Toerge expressed that the CUP process can be used for restaurant and other uses to request relief from parking requirements. It was suggested that the City Council was not as receptive to the Corona del Mar parking management plan as they were the plan for Balboa Village because they do not feel Corona del Mar has the same need for revitalization.

Recommended Action: Set a meeting with Tony Petros due to his experience in parking management, and draft a letter to the new City Council addressing parking management action items recommended by the BID Board with the goal of moving toward re-hearing before City Council.

D. Gateway Project

Director Walker reported that work was being done with engineers with the goal of having drawings for City Council approval in December 2014 and construction breaking ground in September 2015. Council Member Gardner reported that she does not anticipate any objection by the City Council.

E. Marguerite & PCH Project

Chairman Svalstad reported that Monday September 29, 2014, there would be a community discussion and presentation on the project held at the Community Center.

F. BID Financial Reports for August 2014

Bob Quaid discussed the fiscal year to date operating results through August 31, 2014. Linda Leonhard reported that she and Director Palmer will communicate changes to the City regarding financial statement content and formatting for the September statements.

G. Tree Well Maintenance Upgrade

Director Laidlaw reported that the Pinnacle repairing of tree wells was underway. He recommended having Pinnacle landscape five (5) "test" tree wells at a cost of \$750.

MOTION:

Director Laidlaw moved to approve \$750 for Pinnacle to landscape five (5) "test" tree wells. Director Walker seconded the motion.

The motion carried by the following roll call vote:

Ayes: Svalstad, Nicholson, Prause, Dawson, Palmer

H. 2014 Holiday Decorations

Director Nicholson reported that there was adequate power for the existing plan this year, and he was getting more information on the City providing power to the medians on E. Coast Highway to light trees next year.

BID Board discussion on the BID sponsored holiday decoration contest. Ace Hardware to provide discount lights to BID members. Promotional material to be mailed out on October 1, 2014. Judges to be from outside BID, ideally journalists and residents. Discussion to make separate prizes for corporate and non-corporate businesses. Linda Leonhard to add a qualifying statement to the 2014 holiday decoration contest flyer such as "All members in good standing eligible." Chairman Svalstad entertained a motion to increase the Grand Prize to \$500.

MOTION:

Director Walker moved to increase the grand prize to \$500. Director Palmer seconded the motion.

The motion carried by the following roll call vote:

Ayes: Svalstad, Nicholson, Prause, Dawson, Laidlaw

I. Marketing Report by the Corona del Mar Chamber of Commerce

- Marketing Report
 - Linda Leonhard reported that the 76 station was awarded the Beautification Award, and Pirozzi was deciding where to accept his Beautification Award for Pirozzi's Restaurant. Council Member Gardner recommended nominating the 2700 E. Coast Highway building for the next Beautification award.
 - Linda Leonhard reported that she would have bids for the BID Board website at the next meeting.
 - Linda Leonhard presented the 2014 holiday advertisement program by the Newport Beach Pilot. There will be a full page ad to promote holiday shopping in the Business District, with five (5) ads in November 2014 and five (5) ads in December 2014, at a cost of \$7,500. Individual businesses, up to six (6) making sixty (60) spots total, can then also pay (to the BID Board) to place their ads on this page.
 - Linda Leonhard recommended the BID Board start thinking about what it would like to promote at the upcoming Corona del Mar Christmas Walk and 2015 BID Board Directory.

MOTION: Director Palmer moved to accept the 2014 Holiday Program presented by Linda Leonhard. Director Walker seconded the motion.

The motion carried by the following roll call vote:

Ayes: Svalstad, Nicholson, Prause, Dawson, Palmer, Laidlaw

J. Project Report

- Condition of New Racks: Scott Laidlaw reported that the goal was to get the news racks on the City Council agenda.
- Bob Quaid reported on the status of the trash receptacle refurbishing. Twenty-three (23) trash cans are completed; five (5) trash cans are at the repair shop, and five (5) are to be picked up in September to be repaired.

K. Corona del Mar Chamber of Commerce Report by Linda Leonhard

- Linda Leonhard reported on the success of the recent car show. Ms. Leonhard also announced two upcoming Chamber mixers at El Ranchito and the Scape Gallery.

VI. Corona del Mar BID Announcements or Matters which Members would like Placed on a Future Agenda for Discussion, Action or Report (Non-Discussion Items)

- Discussion on memorial benches and contacting the City to find out the legal aspects related to implementing these. Director Palmer to contact the City.
- Discussion that the A-Frame Sign Ordinance would be before the City Council, and BID Board members were encouraged to attend to speak in favor of the A-Frame signs.

VII. Adjournment.

Chairman Svalstad requested a motion to adjourn.

MOTION: Director Palmer moved to adjourn the meeting. Director Laidlaw seconded the motion.

The motion carried the following roll call vote:

Ayes: Svalstad, Prause, Dawson, Walker, Nicholson

Absent: Nicholson

The meeting adjourned at 9:05 a.m.